

Message Text

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PAGE 01 STOCKH 01739 120846Z

12

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 111487

P R 120745Z APR 75
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 4402
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO
AMEMBASSY LONDON

UNCLAS STOCKHOLM 1739

FOR BIC/OIM

E.O. 11652: N/A
TAGS: BEXP, SW

1. NAME OF EXHIBITION: ELECTRONICS PRODUCTION & TEST EQUIPMENT EXHIBITION (TANDEM W/LONDON TC).
2. PLACE & DATE: U.S. TRADE CENTER FOR SCANDINAVIA, STOCKHOLM, APRIL 7-10, 1975.
3. NUMBER OF EXHIBITORS: 26 (NTM 11, OTM 15); (20 PARTICIPANTS).
4. TOTAL SALES: \$3,048,400
IMMEDIATE SALES: \$70,400
PROJECTED SALES: \$2,978,000
(LEADS 488)
5. SALES BY CATEGORY:
A) NTE/NTM SALES: \$14,000
NTE/NTM 12 MO. PROJECTED SALES: \$595,000
B) OTM SALES: \$56,400
OTM 12 MO. PROJECTED SALES: \$2,383,000
6. NUMBER OF EXHIBITORS SEEKING REPS: 4
7. NUMBER REPS APPOINTED DURING EXHIBITION: 1
8. NUMBER REPS UNDER NEGOTIATION AT CLOSE OF EXHIBITION AND EXPECTED IN 12 MOS: 7
(LEADS 17)
9. NUMBER OF REGISTERED VISITORS: 532

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10. SUCCESS STORIES:

A. FRANK KULESZA, PRES., EPOXY TECHNOLOGY INC. (OTM) WHO SHOWED EPOXY CONDUCTOR SYSTEMS FOR BONDING CHIPS SOLD \$400 AND PROJECTS \$21,000 IN SALES FROM THE EXHIBITION COMMENTED: "WE HAVE 100 PERCENT OF MARKET IN MICROELECTRONICS IN SCANDINAVIA. WE CAME FOUR YEARS AGO TO INTRODUCE THIS TECHNOLOGY AND OPEN THE MARKET AND WE SEE IT GROWING EVERY YEAR. WE EXPECT THE AUTOMOTIVE FIELD TO PROVIDE AN ADDITIONAL MARKET IN THE NEAR FUTURE." (CLEARED FOR PUBLICATION) EXCEPT FOR FIGURES).

B. THOMAS STOKES, GLO-QUARTZ OVENS INC. (NTM), WHO SHOWED A SOLDER FUSION SYSTEM AND AN INFRARED SYSTEM FOR MICROELECTRONICS MANUFACTURING REPORTED \$14,000 IN IMMEDIATE SALES AND PROJECTS \$30,000 IN ADDITIONAL SALES OVER THE FIRST YEAR. HE MET OVER 10 INTERESTED POTENTIAL REPRESENTATIVES AND EXPECTS TO SIGN ONE IN NEXT SEVERAL WEEKS,

AND COMMENTED: "SHOW WAS EXCELLENT FOR US, WE OBTAINED GREAT RESPONSE IN SEEKING AGENTS AND CONTACTED STRONG POSSIBILITIES FOR IMMEDIATE SALES." (CLEARED FOR PUBLICATION)

C. OLOF CLEMENTE, A LOCAL AGENT REPRESENTING GENERAL RADIO (OTM) OBTAINED A NUMBER OF LEADS FOR THE GENERAL RADIO PRODUCTS SYSTEM, PROJECTS FIRST YEAR SALES AT \$400,000 AND COMMENTED: "WE GOT THE RIGHT

CUSTOMERS FOR OUR PRODUCTS." (NOT FOR PUBLICATION)

D. BRYAN G. LEWIS, TERADYNE INC. (OTM), WHO SHOWED BOARD AND LINEAR TESTERS AND RELATED TESTING EQUIPMENT REPORTED IMMEDIATE SALES OF \$30,000 AND PROJECTS \$150,000 IN FIRST YEAR BUSINESS COMMENTED: "GENERALLY VERY GOOD..." (NOT FOR PUBLICATION)

E. I. FREDRIKSSON, LIF PRODUKTER AB, REPRESENTING AFFILIATED MANUFACTURER INC. (OTM, WHO SHOWED SCREEN PRINTERS FOR HYBRID CIRCUIT PRODUCERS SOLD \$16,000 AND PROJECTS \$140,000 IN FOLLOW-ON BUSINESS COMMENTED: "LIKE TO DO IT AGAIN AT NEXT SHOW". (CLEARED FOR PUBLICATION)
STRAUSZ-HUPE

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NNN

Message Attributes

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